RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 12, 1997

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Mike:

SALEM .30¢ tear tape product has been ordered, as well as 35 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	0.4890
SKU WT (w/o Product):	1.4480 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $56.00 (4 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc; S. Schwalm
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/hsym0000

JULY DELIVERY
SALEM TEAR TAPE

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):
1 CARTON EACH:
- SALEM FULL FLAVOR
- SALEM LIGHT
- SALEM FULL FLAVOR 100
- SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	2
12300-12439	*Light*	2
12300-12239	*Full Flavor 100*	2
12300-12539	*Light 100*	2

Product / Premium Arrival: June 30, 1997
Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $2,862.58
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

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Source: https://www.industrydocuments.ucsf.edu/docs/hsym0000

AUGUST DELIVERY
SALEM TEAR TAPE

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	2
12300-12439	*Light*	2
12300-12239	*Full Flavor 100*	2
12300-12539	*Light 100*	2

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT $ Amount: $2,862.58

Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

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RETAIL CUSTOMER LIST

LIST DOES NOT INCLUDE BEDELL										Number of Cartons Shipped SALEM				
ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VA WHSR	VA WHSR NAME	SUPPLIED	TP	LT	FP 100	LT 200	TOTAL NO OF STORES (DISPLAYS)
172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	26300	AUER & COMPANY	0	2	2	2	2	1
020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	26300	AUER & COMPANY	0	2	2	2	2	1
075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	26300	AUER & COMPANY	0	4	4	4	4	1
172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	26300	AUER & COMPANY	941278	1	1	1	1	1
487589	LOU'S CAR CARE SERV	7361 STATE FAIR BLVD	BALDWINSVILLE	NY	13027	26300	AUER & COMPANY	0	1	1	1	1	1
570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	26300	AUER & COMPANY	0	6	6	6	6	1
598682	OSTRANDERS VILL MART	RT 11 & RT 104	MAPLE VIEW	NY	13107	26300	AUER & COMPANY	0	2	2	2	2	1
712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	26300	AUER & COMPANY	0	1	1	1	1	1
762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	26300	AUER & COMPANY	0	1	1	1	1	1
059975	SMOKEY'S TOB & NEWS	708 BUTTERNUT ST	SYRACUSE	NY	13208	26300	AUER & COMPANY	0	3	3	3	3	1
173146	GEDDES ST MARKET	901 S GEDDES ST	SYRACUSE	NY	13204	26300	AUER & COMPANY	0	2	2	2	2	1
379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	26300	AUER & COMPANY	0	2	2	2	2	1
508300	HI BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	26300	AUER & COMPANY	0	4	4	4	4	1
577616	WOLF CONVENIENT STOR	339 WOLF ST	SYRACUSE	NY	13208	26300	AUER & COMPANY	0	1	1	1	1	1
632266	BEST MARKET	526 E. WILLOW STREET	SYRACUSE	NY	13203	26300	AUER & COMPANY	0	2	2	2	2	1
639477	COURTHOUSE NEWS&DELI	400 MONTGOMERY	SYRACUSE	NY	13215	26300	AUER & COMPANY	0	2	2	2	2	1
649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	26300	AUER & COMPANY	0	2	2	2	2	1
680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	26300	AUER & COMPANY	0	4	4	4	4	1
719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	26300	AUER & COMPANY	0	2	2	2	2	1
750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	26300	AUER & COMPANY	0	1	1	1	1	1
173044	COLLAMER STOP & SHOP	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	26300	AUER & COMPANY	967521	1	1	1	1	1
	PIT STOP CHAIN (SEE ATTACHED STORE LISTING)					26300	AUER & COMPANY		*14*	*14*	*14*	*14*	*14*
						26300 Total			60	60	60	60	35

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Pitstop locations for Salem Tear Tape Program

FULL NAME	ADDR1	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	VAP SUPPLIER	SIS IND VOLUME	NUMBER OF CARTONS PER BRAND STYLE	NUMBER OF DISPLAYS PER STORE
PIT STOP #99	433 COUNTY ROUTE 3	FULTON	NY	13069	26300	AUER & COMPANY	9100413	136	1	1
PIT STOP #13	STATE FAIR BLVD	SYRACUSE	NY	13204	26300	AUER & COMPANY	0	101	1	1
PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	26300	AUER & COMPANY	0	191	1	1
PIT STOP #6	10 W MAIN ST	WOLCOTT	NY	14590	26300	AUER & COMPANY	0	54	1	1
PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	26300	AUER & COMPANY	0	80	1	1
PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	26300	AUER & COMPANY	0	121	1	1
PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	26300	AUER & COMPANY	0	100	1	1
PIT STOP #12	SOUTH ST & CANADA ST	RED CREEK	NY	13143	26300	AUER & COMPANY	0	75	1	1
PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	26300	AUER & COMPANY	0	145	1	1
PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	26300	AUER & COMPANY	0	101	1	1
PIT STOP #11	14 EXCHANGE ST	GENEVA	NY	14456	26300	AUER & COMPANY	0	99	1	1
PIT STOP #4	RT 34 SOUTH ST RD	FLEMING	NY	13021	26300	AUER & COMPANY	0	52	1	1
PIT STOP #5	RT 414, MAIN STREET	NORTH ROSE	NY	14516	26300	AUER & COMPANY	0	94	1	1
PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	26300	AUER & COMPANY	0	130	1	1
					26300 Total				14	14

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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Source: https://www.industrydocuments.ucsf.edu/docs/hsym0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 026300
VOUCHER NUMBER: 15360651
DATE WRITTEN: 07/14/97
STATUS: PAID
AMOUNT PAID: 56.00

AUER & COMPANY
571 W BRIGHTON AVE
SYRACUSE , NY 13205

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.00	56.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/S. SCHWALM

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